

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

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Claim 1 (Currently amended): A method, comprising:

retrieving printing device data from component memory on a replaceable component used in a first printing device;

storing the printing device data in a marketing database;

10 associating the printing device data with the first printing device;

searching the marketing database for a second printing device that meets certain search criteria associated with the printing device data; and

applying a pre-determined marketing solution for the second printing device found to meet the search criteria.

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Claim 2 (Previously presented): The method as recited in claim 1, wherein the applying a pre-determined marketing solution further comprises notifying a customer that uses the second printing device of a product that is related to the customer's use of the second printing device.

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Claim 3 (Previously presented): The method as recited in claim 1, wherein the printing device data further comprises information regarding an environment of the first printing device and the search criteria includes a printing device environment criterion.

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Claim 4 (Previously presented): The method as recited in claim 1, wherein the printing device data further comprises information regarding first printing device usage and the search criteria includes a first printing device usage criterion.

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Claim 5 (Previously presented): The method as recited in claim 4, wherein the search criteria further comprises a criterion that the first printing device that is used with a specific component.

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Claim 6 (Original): The method as recited in claim 1, wherein:
the marketing database further comprises quality control data that identifies problems with certain products when used under certain conditions; and
the search criteria comprises a product that is used under a condition identified by the quality control data.

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Claim 7 (Original): The method as recited in claim 1, wherein the search criteria further comprises a particular type of printing device.

Claim 8 (Original): The method as recited in claim 1, wherein the search
20 criteria further comprises a component of a particular type of printing device.

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Claim 9 (Previously presented): The method as recited in claim 1, wherein the first printing device is a laser printer and the replaceable component is a toner cartridge.

Claim 10 (Previously presented): The method as recited in claim 1, wherein the first printing device is an inkjet printer and the replaceable component is an ink cartridge.

- 5 Claim 11 (Previously presented): The method as recited in claim 1, wherein the marketing solution is stored in the marketing database and is associated with the first printing device.

Claims 12-25 (Canceled)